

# MESSAGE FROM THE EXECUTIVE DIRECTOR

## AN ENVIRONMENTAL VISION FOR THE FUTURE



Celeste Cantú, Executive Director

*This Strategic Plan will guide us in the implementation of our mission and will take us into the future. But what will the future bring?*

*We can imagine that the next water challenges will be multifaceted, torn by conflicting agendas, and rigorously demanding scientifically. The cost could be enormous, the resources insufficient and the complexity daunting. Water will be even more precious and valued.*

*The Water Boards are successfully making strides to protect water quality and address a legacy of pollution. However, we will be particularly challenged as California's expanding population, coupled with a finite supply of water, will stress our ability to accomplish our mission if we continue business as usual. These circumstances necessitate a fundamental change in how we do our work.*

*How do we prepare to be something different when we don't know what we will be responding to? We must adopt a policy of embracing change. The Water Boards will work by creating new opportunities to bring stakeholders together, exchange ideas to fully understand the water challenges, and to formulate solutions to these problems.*

*This way of doing business leads us to broaden and elevate the importance of working with stakeholders (including within the Water Boards), consensus building, negotiating, reviewing, and setting priorities. We will need to access other's resources, data, and insight in order to understand problems and find solutions. We must become very skilled in identifying and targeting resources to the most important problems and solving them. We will employ to the greatest possible advantage information technology that will enable us to work efficiently together.*

*We will be able to hold these conflicting agendas together in order to find a solution that is supported by not a few, but many. We will have the courage and confidence to move forward in the face of uncertainty. The Water Boards will be an information clearinghouse as well as a recipient of others' information. We will be known for our ability to solve the most challenging water problems. How will we do this? It will require a commitment to a number of elements in this Strategic Plan including priority setting, innovation, and an emphasis on staff training to enhance these skills. We will implement a key element of this Strategic Plan, staff training, to enhance these very skills.*

*Implementation of this vision will impact all Californians including the children who will inherit our legacy. We invite others to commit to our mission "to preserve, enhance and restore the quality of California's water resources, and ensure their proper allocation and efficient use for the benefit of present and future generations." This Strategic Plan sets this vision and mission in motion.*

Celeste Cantú

Executive Director, State Water Resources Control Board